

CLAIMS

1. An email service provider providing service to a user having
2 a first user address, comprising:

4 a port receiving and transmitting email; and

6 a server which

8 selectively creates a dynamic address as a sending address
associated with email transmitted to a target address from
said first user address, said dynamic address being
anonymously associated with said first user address, and
selectively forwards email addressed to said dynamic address to
said first user address.

10
2 2. The email service provider of claim 1, further comprising a
router cooperating with said server to selectively transmit email.

2 3. The email service provider of claim 1, wherein said server
adds to said dynamic address a tag associated with said target address, and
adds said tag to text of email received from a sender address to said dynamic
4 address.

2 4. The email service provider of claim 1, wherein said server
associates said dynamic address with said target address, and rejects mail to
said dynamic address from a sender address which is not said target address.

5. The email service provider of claim 1, wherein said server
2 forwards email addressed to said dynamic address for only a selected period of
time.

6. The email service provider of claim 1, wherein said server
2 forwards only a selected amount of email addressed to said dynamic address.

7. The email service provider of claim 1, wherein said server
2 includes a user name associated with said first user address in said selectively
created dynamic address.

8. An email service provider providing service to a user having
2 a first user address, comprising:

4 a port receiving and transmitting email; and

6 a server which

8 selectively creates a dynamic address as a sending address
associated with email transmitted to a target address from
said first user address, said dynamic address including a
tag associated with said target address; and

10 adds said tag to text of received email addressed to said dynamic
address.

9. The email service provider of claim 8, further comprising a
2 router cooperating with said server to selectively transmit email.

10. A method of controlling electronic mail to a user email
2 address, comprising:

4 selectively generating a dynamic address as a sending address in place
6 of said user email address when sending mail to a target address
from said user email address, said dynamic address being
8 anonymously associated with said user email address;
selectively accepting mail addressed to said dynamic address at said
user email address.

11. The method of claim 10, wherein said selectively generating
2 a dynamic address as a sending address in place of said user email address
4 when sending mail to a target address from said user email address comprises
adding a tag associated with said target address; and further comprising adding
6 said tag to text of mail addressed to said dynamic address.

12. The method of claim 10, wherein:
2 said selectively generating a dynamic address as a sending address in
4 place of said user email address when sending mail to a target
6 address from said user email address comprises associating said
8 dynamic address with said target address; and
said selectively accepting mail addressed to said dynamic address at
said user email address comprises accepting mail to said dynamic
address only from said target address.

-20-

13. The method of claim 10, wherein said selectively accepting
2 mail addressed to said dynamic address at said user email address comprises
accepting mail to said dynamic address only for a selected period of time.

14. The method of claim 10, wherein said selectively accepting
2 mail addressed to said dynamic address at said user email address comprises
accepting only a selected amount of mail to said dynamic address.

15. The method of claim 10, wherein said user email address
2 includes a user name, and said selectively generating a dynamic address as a
sending address in place of said user email address when sending mail to a
4 target address from said user email address comprises generating a dynamic
address which includes said user name.

16. A method of identifying unwanted electronic mail to a user
2 email address, comprising:
selectively generating a dynamic address as a sending address in place
4 of said user email address when sending mail to a target address
from said user email address, said dynamic address including a
6 tag associated with said target address; and
adding said tag to text of mail addressed to said dynamic address.